Moveworks

How Albemarle's help desk takes advantage of AI to double productivity

ALBEMARLE → **Case Study**

Faster resolution of the average support issue | **2x**

Albemarle powers a sustainable future

Albemarle is a global chemical company headquartered in Charlotte, North Carolina, with 6,000 employees worldwide. As the world's largest lithium manufacturer, Albemarle is essential to the production of everything from rechargeable batteries for electric vehicles to grid-scale energy storage.

Patrick Thompson, Chief Information & Digital Transformation Officer at Albemarle, knows more than most that we live in battery-powered times. With considerable technological improvements over the last decades, lithium has become the key ingredient in powering today's world. As demand for lithium grows, he understands that the CIO is no longer just an IT leader. Rather, the CIO plays an integral role in shaping the future of work.

"I have to think beyond business-as-usual," said Thompson. "Putting employee experience first, aligning closely with other support-focused teams, and establishing a data-driven strategy — that's what matters to me right now."

Unlocking employee potential with AI

At first glance, Albemarle's IT operations are just like any other company's. The day-to-day is simple: Help employees get what they need to be productive.

But Thompson and Alok Singh, Director of IT Automation and Collaboration, had a major challenge: Albemarle is growing fast. With multiple plants opening soon, demand for their products skyrocketing, and employees moving across Asia, South America, North America, and Europe — support teams needed a way to keep up with this astounding growth.

"Our people make us successful. Which is why we have to do all we can to make sure that they're successful," said Singh. "Whatever we do, we must do all we can to unlock our people's potential."

This focus on "unlocking potential" led the team to consider AI. With this ambitious goal in mind, they sought out a solution capable of:

01 Supporting employees all over the world, in the languages they speak, 24/7

02 Resolving problems across the entire organization — not just IT

03 Offering deep insight into employee pain points

Challenges

- Lacked real-time data on which support issues were slowing employees down the most

- Difficulty supporting international employees in their preferred languages, 24/7

Results

- Gained the ability to identify and prevent critical disruptions across the digital workplace

- Enabled self-service support for its global workforce with multilingual AI

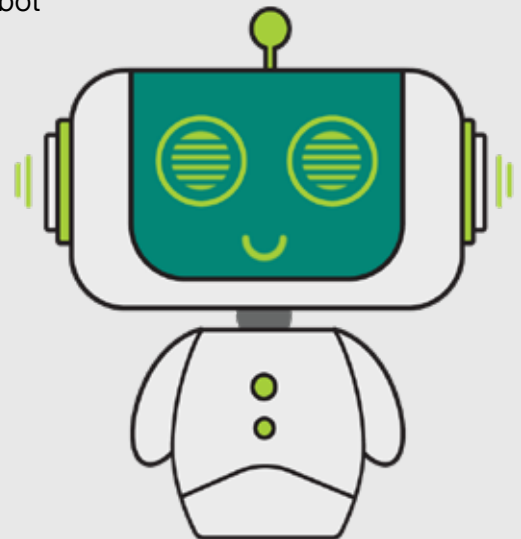## Key Integrations

Microsoft Teams
Chat

ServiceNow
ITSM

Sharepoint
IDAM

Bot
ALbot

Of course, supporting thousands of passionate professionals with diverse backgrounds and industry experience all over the world is no easy task. Thompson and Singh are constantly striving to improve their support offerings and to make it easier for employees to find answers to their questions. They knew that run-of-the-mill automation wouldn't be the answer.

Albemarle goes all in on ALbot

In April 2021, Albemarle launched ALbot, a Moveworks chatbot that lives on Microsoft Teams. ALbot ticks all of Albemarle's boxes. When employees need help, all they have to do is ask. Powered by the Moveworks Reasoning Engine, ALbot understands requests, determines the right response, and takes action across Albemarle's digital infrastructure — anytime, anywhere.

"Moveworks allows us to solve problems around the world," says Thompson. "In the past, we've had employees literally stay up 24/7, but that's no way to set up a culture of work-life balance. ALbot's always up, so it doesn't matter when you ask or where you are. You're going to get a solution."

Today, ALbot automatically resolves thousands of employees' requests, provisions software, fills out forms, unlocks accounts, and most importantly, shows the Albemarle team which levers to pull to improve the employee experience.

ALbot *understands*

Albemarle's team wanted an intelligent bot capable of engaging with employees on their own terms without following a pre-programmed script. However, after evaluating several employee support tools, they quickly recognized how difficult it is to find true natural language understanding.

While many tools forced users to remember specific keywords, Singh noted that with Moveworks, "employees can ask a question however they like." Because ALbot understands the language of work, employees can explain their issues in the same way they would speak to a service desk agent and receive the solution in seconds.

"With Moveworks, you feel like you're chatting with a real person," said Singh. "I take great pride in telling people they don't have to use keywords anymore. The bot will understand."

Multilingual support, 24/7

Finding a bot that understands one language is hard enough. That said, Albemarle believes every employee deserves instant support, regardless of the language they use. With a workforce spread across several continents and a US-focused help desk, the company was hard-pressed to find a solution.

"We're not operating in one place or country," said Singh. "Whatever we do, we have to keep our global presence in mind."

49%

Decrease in support ticket resolution time

80%

Of support tickets are resolved without back-and-forth with IT

Hiring a dedicated IT team to process thousands of urgent requests from employees in a dozen different languages at all hours of the day was out of the question. With Moveworks' multilingual support, employees get help in seconds — simply by making a request in their native tongue. ALbot resolves requests end-to-end, with no script, no training, and no maintenance for the Albemarle team.

"With Moveworks, we can provide the same high-quality support to every employee, no matter which languages they speak," said Thompson. "The bot gives our people 24/7 help in their native language, conversationally. Now, they can get support right away, without us needing localized service desks all over the world."

"We found it almost seamless to turn multilingual support on. It wasn't a technical challenge. Through a lot of engineering in the background, Moveworks made it simple to deploy, adopt, and use."

— **Alok Singh,** Director of IT Automation and Collaboration, Albemarle

ALbot takes on more than IT

Albemarle's IT leaders were particularly interested in Moveworks because of the platform's deep understanding of IT. But after seeing what ALbot could do, it became clear that the bot was more than capable of taking on other support domains, such as HR.

"I'm the Moveworks flag bearer," said Singh. "Every day, I'm thinking about how to get more people using the bot, to get more support teams using the bot. I'm always asking how ALBot can be used to streamline another process."

While still in the early stages of launching Moveworks for HR, ALbot can already automatically handle hundreds of changing use cases on day one due to the bot's ability to break down language to understand exactly what users are asking for.

ALbot aggregates data from across disconnected backend systems, pulling precise snippets of, for example, a parental leave policy personalized to the requestor's location. When getting IT or HR help is easy, everyone has time to be more productive.
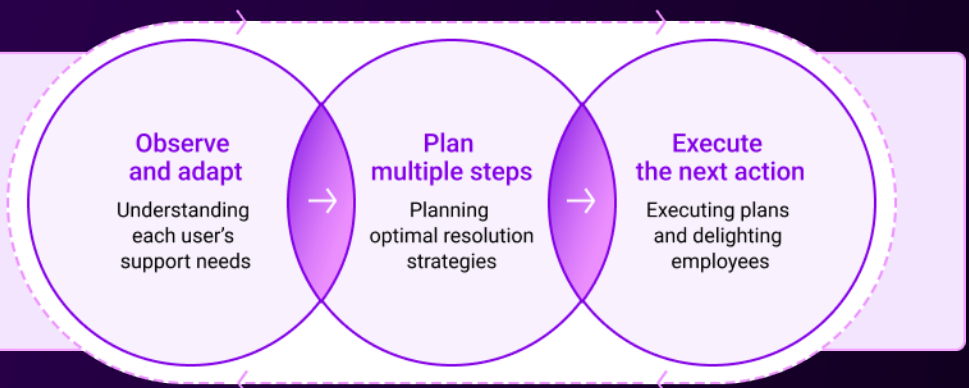
"One of our goals is enabling the future of work. That's why we're teaming up with HR," said Thompson. "A platform like Moveworks puts answers at employees' fingertips. With consistent support across departments, we can raise everybody's game.

The Moveworks Reasoning Engine transforms how work gets done

The Moveworks Reasoning Engine, the core of our platform and Copilot, features an agentic AI architecture designed to transform how enterprises manage everyday employee challenges. This sophisticated system leverages a suite of advanced LLMs to autonomously understand, plan, and take action across complex enterprise environments.

By layering finely-tuned, generative models for reasoning, planning, and summarization, the Engine enables rapid, accurate problem-solving at scale. This true automation of support processes dramatically reduces resolution times, freeing human agents to focus on high-value tasks and enhancing operational excellence across the organization.

Reasoning Engine LLMs excel at core reasoning competencies:

Observe and adapt
Understanding each user's support needs

Plan multiple steps
Planning optimal resolution strategies

Execute the next action
Executing plans and delighting employees

Seeing impact with Employee Experience Insights

Not all employees face the same technical issues. For someone in Sales, restricted access to Salesforce is going to derail their entire day. And a remote worker with a bad VPN connection isn't going to be very productive.

Gerhard Nel, Senior Global Services Director at Albemarle, knows that when employees are held back, he's going to hear about it:

"IT is the hands, feet, mouth, and ears of any company. We're the ones feeling the heat from users. We need to see problems and react as fast as possible."

That's why Nel is so invested in Moveworks' Employee Experience Insights. Employee Experience Insights is an analytics solution that uses breakthrough techniques in natural language understanding (NLU) and machine learning to uncover the issues slowing employees down the most.

While current ITSM insights tools focus primarily on tickets and SLAs, EXI focuses on employees' everyday experiences. It offers Albemarle's support leaders granular insights about each employee persona — allowing them to see and address inefficiencies across the company immediately. Now, Thompson, Singh, Nel, and other leaders have the answers to critical questions at their fingertips, including:

- Which apps do employees need access to on day one?

- What are the most significant issues facing frontline workers?

- What are the most common issues employees in China spend time troubleshooting?

- How long is Ops waiting for support for critical issues?

- How does our performance compare to industry standards and internal benchmarks?

Employee Experience Insights allows Albemarle to turn thousands of requests into a simple, actionable to-do list. This information lets Nel know which resources to create, how many service desk agents to hire, and where the low-hanging fruit is.

"The natural language understanding has revealed a whole new world," said Nel. "When you look at data in a traditional ITSM, you're looking at pure ticket metadata, but that's ignoring the actual language of the tickets itself. Moveworks' Employee Experience Insights make sense of the raw data, offering a whole new perspective. We finally have the answers to help us focus."

"To do my job well, I have to know what's keeping employees from being their most productive. Employee Experience Insights help me move from thinking about each issue individually to the whole employee experience. Instead of resolving the same issues again and again, I can look for root pain points and fix them."

—Alok Singh,
Director of IT Automation and Collaboration, Albemarle
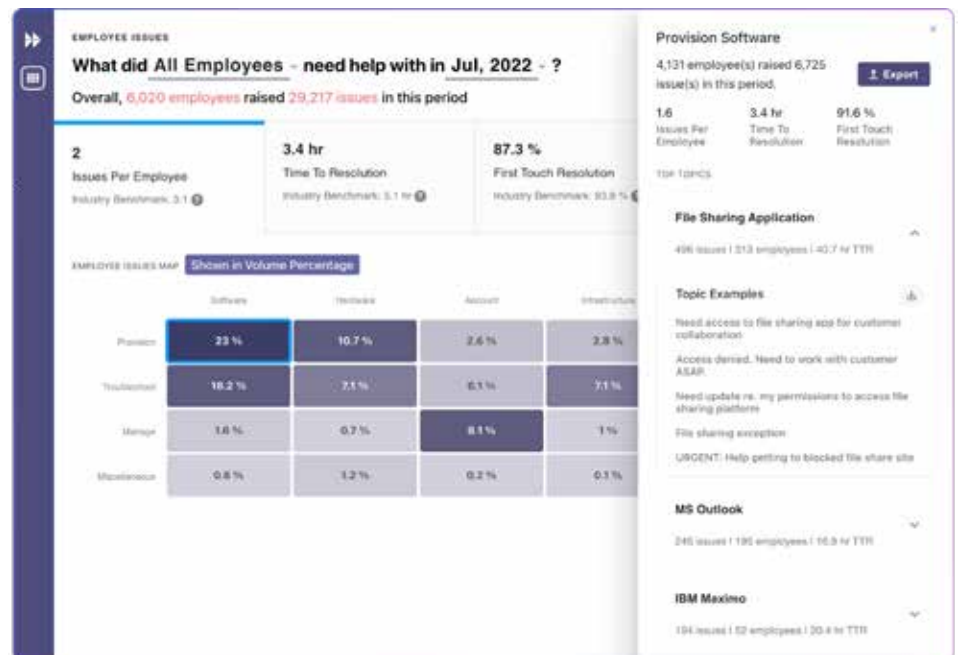
Moveworks → in action

For security reasons, Albemarle prevents access to certain file sharing applications from company laptops. When external companies share data via this way, employees are required to file an exception request with IT to gain access.

By diving into the data provided by Moveworks' Employee Experience Insights, Albemarle discovered that these tickets take more than five days to resolve. This wait time causes employees to skirt the restriction and use their personal devices to access sensitive business data.

With this data, Nel can effectively communicate the severity of the problem to his leadership team and advocate for change.

"If you're blocked from doing important work for five days, you'll find a creative — and likely insecure — workaround. You should be getting a solution in four hours. Maximum.

Armed with these analytics, I can prioritize security processes that don't frustrate employees. I'm now able to show our Infrastructure team in detail how standard operations are causing massive employee pain so that we can work together to adjust and solve the problem."

— **Gerhard Nel,** Senior Global Services Director, Albemarle

Albemarle's vision is clear

Suppose you want to design the best company to work for. Where would you start? Albemarle did not underestimate this question. To get employee experience right, they needed a solution capable of revealing what's working and what's not. That's where Moveworks came in.

In Singh's words:

"Moveworks has opened brand new territory for us. ALbot's natural language understanding has revealed a vision for how we can transform Albemarle's employee experience.

At first, we thought that no one solution could be the answer, but Moveworks can really do it all."

"This is a watershed moment for employee experience. For decades, work has been done in basically the same way. But now with Moveworks, AI gives us the opportunity to get ahead of problems, make changes practically overnight, and see impact as it happens."

— **Alok Singh,** Director of IT Automation and Collaboration, Albemarle

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